



HOW TO DEVELOP A SUCCESS STORY

Simply stated, a success story illustrates the fulfillment of any goal or objective associated with a project or the mission of an individual or organization. In Community Action, a success story provides a specific example of the impacts produced through the delivery of a specific service by Community Action. Every day, CAAs achieve success. Collectively, these successes represent huge benefits for the local agency, the community, and the country.

Subjects for Your Success Story

Almost any story related to services provided by Community Action can be used as the subject of a success story, provided the services resulted in a positive outcome for one or more of the interested parties. A success story may provide the outcome of a pilot project, the results of on-going operations, or describe a unique technical activity.

The following are just a few of the topics that make excellent success stories:

- Citing the testimony of family members who were pleased with the services they received from your CAA and now claim that they can afford to heat more of their home, obtain a job, or have some money left over to pay for groceries, etc.
 - Leveraging other federal, state, local, and/or private funds to serve more families and/or provide a more cost-effective array of services
 - Creating permanent jobs and stimulating the local economy due to the existence of the program in the community
 - Forming new partnerships with other federal or state office, utility companies, banks, or others and the benefits derived from joint projects
 - Highlighting benefits of the services provided through Community Action and the societal benefits of the services to communities, the state, and the nation.
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Steps to Creating a Success Story

Using one of the topics above (or one of your own), you can use this easy to follow format to develop your success story:

- Make a list of the pertinent facts in the story
- List the successful outcomes
- Answer the typical journalist questions (who, what, where, why, when)
- List other important information like background on the agency(ies) involved in activity (including name, location, and any unique characteristics); partners in the project (public, private, non-profit, volunteer) and how the partnerships were formed; date of activity; the work performed and technologies utilized; obstacles encountered during the activity and how they were addressed; and resources used (dollar, in-kind, etc.)
- Write the story

With practice, you will easily craft stories that capture the real accomplishments of the CAA programs, the success of your organization, and the attention of the public. Document your accomplishments and send them to the state CSBG office to utilize through the annual CSBG/IS reporting to NASCSP.

Important: If you would like additional information on creating success stories or would like to view sample templates you can tailor to meet your agency's needs, go to www.nascsp.org and access the Public Information section.